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(54) **Title:** SYSTEM AND METHOD FOR PROVIDING DIGITAL CONTENT IN A DEVICE
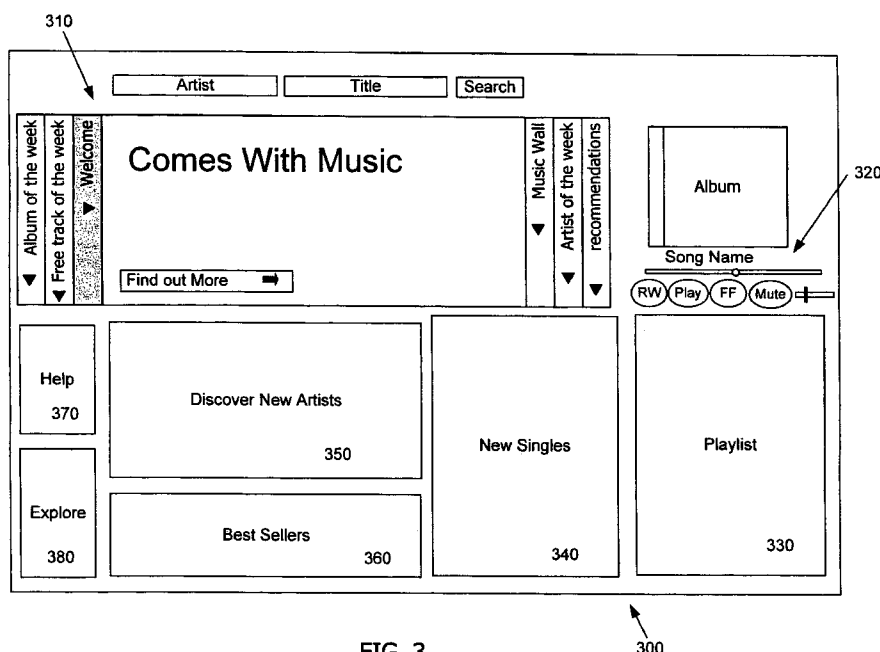

FIG. 3

(57) **Abstract:** A service platform including receiving an identification of a device and providing access to digital content with the device, based on the identification, for a predetermined period when the device and the access to the digital content are purchased for a single price.

SYSTEM AND METHOD FOR PROVIDING DIGITAL CONTENT IN A DEVICE

CROSS REFERENCE TO RELATED APPLICATIONS

This application claims the benefit of U.S. Provisional Patent Application No. 61/005,272, filed on 04 December 2007, the disclosure of which is incorporated herein in its entirety.

BACKGROUND

1.   Field

[0001] The disclosed embodiments generally relate to user interfaces and, more particularly, to services, systems and interfaces obtaining media items in a device.

2.   Brief Description of Related Developments

[0002] Generally music downloaded to an electronic device is obtained on a per download or subscription basis.   Generally the per download and/or subscription fee for "online" media (e.g. music) providers is in addition to the fee associated with the purchase of the electronic device used to play the media.

[0003] It would be advantageous to be able to provide bundled media access with an electronic device.

SUMMARY

[0004] In one exemplary embodiment, a service platform is provided. The service platform includes receiving an identification of a device and providing access to digital content with the device, based on the identification, for a predetermined period when the device and the access to the digital content are purchased for a single price.

[0005] In another exemplary embodiment, a method is provided.   The method includes receiving an identification of a device and providing access to digital content with the device based on the identification when the device and the access to the digital content are purchased for a single price.

[0006] In still another exemplary embodiment, an apparatus is provided. The apparatus includes a processor, and an input device connected to the

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processor, wherein the processor is configured to provide access to digital content with the apparatus when the apparatus and the access to the digital content are purchased for a single price, where access to the digital content is based on an identification of the apparatus.

[0007] In another exemplary embodiment, a system is provided. The system includes a mobile communication device including an input device and a processor connected to the input device, the processor being configured to provide access to digital content with the mobile communication device when the mobile communication device and the access to the digital content are purchased for a single price, where access to the digital content is based on an identification of the mobile communication device.

[0008] In yet another exemplary embodiment, a method is provided. The method includes providing a mobile communication device and a media service subscription for a single purchase price, redeeming an identifier associated with the media service subscription, and creating an account with a media service subscription provider based on the redeemed identifier.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] The foregoing aspects and other features of the embodiments are explained in the following description, taken in connection with the accompanying drawings, wherein:

[00010] FIG. 1 shows a block diagram of a system in which aspects of the disclosed embodiments may be applied;

[00011] FIG. 2 illustrates a flow diagram in accordance with an aspect of the disclosed embodiments;

[00012] FIGS. 3-6 are illustrations of exemplary screen shots of a user interface in accordance with the disclosed embodiments;

[00013] FIG. 7 illustrates another flow diagram of a process in accordance with the disclosed embodiments;

[00014] FIG. 7A is a schematic illustration of relationships between features of the disclosed embodiments;

[00015] FIG. 8 illustrates a flow diagram of a process in accordance with the disclosed embodiments;

[00016] FIGS. 9A and 9B are illustrations of examples of devices that can be used to practice aspects of the disclosed embodiments;

[00017] FIG. 10 illustrates a block diagram of an exemplary system incorporating features that may be used to practice aspects of the disclosed embodiments; and

[00018] FIG. 11 is a block diagram illustrating the general architecture of an exemplary system in which the exemplary devices of FIGS. 9A and 9B may be used.

DETAILED DESCRIPTION OF THE EMBODIMENT(s)

[00019] Figure 1 illustrates one embodiment of a system or service platform 100 in which aspects of the disclosed embodiments can be used. Although aspects of the disclosed embodiments will be described with reference to the embodiments shown in the drawings and described below, it should be understood that these aspects could be embodied in many alternate forms. In addition, any suitable size, shape or type of elements or materials could be used.

[00020] The disclosed embodiments generally provide a user with different ways to acquire any suitable items in an electronic device such as device 101. The items can include, but are not limited to, music, video, and images. It is noted that while the disclosed embodiments will be described with respect to music files, any suitable items can be acquired in accordance with the disclosed embodiments. For example, the user may acquire media items on a pay basis where each time the user downloads a media item the user is billed for that download. In another example, the user may have an account that provides for a certain number of downloads or provides an unlimited number of downloads over one or more predefined periods. It is noted that the number of downloads and the predefined periods corresponding to the number of downloads may be configurable to allow for any suitable number of downloads and/or any suitable predefined time periods.

[00021] The disclosed embodiments provide the media acquisition or downloading services as a bundled "Comes With Media" (CWM) package when a device such as device 101 is purchased so that the user does not have to pay

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any fees in addition to the purchase price of the device 101 that would enable a user to download media files. For explanation purposes, the device 101 will be referred to as a CWM device. In one example, the device 101 comes bundled with any suitable access features such as, for example, a personal identification number (PIN). The PIN number corresponds to a configurable predetermined subscription period for media downloads with a predetermined media service provider. In one embodiment the PIN can be, for example, a number (or combination of letters and numbers) associated with the device such as an international mobile equipment identifier (IMEI), media access control (MAC) address or any other suitable device identifier. The PIN enables downloads if a match between the PIN and the service occurs as described in greater detail below. In other embodiments the user may be able to select a media service provider from a group of providers for downloading media files. The predetermined subscription period can be any suitable period such as, for example, twelve months. In other embodiments the subscription period may be configured in any suitable manner to be more or less than twelve months. In the disclosed embodiments, the media files downloaded during the subscription period will be available to the user even after the subscription expires.

[00022] During the subscription period the user is able to download any suitable number of media files in accordance with a CWM plan (e.g. unlimited song downloads, predetermined number of downloads, etc.) without paying for the downloaded media items. In one example, after the CWM subscription period, the user is prompted that the CWM period has expired and that future downloads can be made on a pay basis. In another example, the user may purchase another CWM device and initiate another CWM subscription. In still other examples, the media service provider can provide the user with an option to extend the CWM period or otherwise purchase a media download subscription.

[00023] It is noted that in the disclosed embodiments, the media files accessible through the CWM features may be the same media files accessible through non-CWM features (e.g. pay features) of a device. In other embodiments the media files accessible through the CWM features may be a reduced set or a different set of media items than those accessible through the non-CWM features of the device. Also in the disclosed embodiments, a user can purchase non-CWM items in any suitable manner as will be described below.

[00024] In one embodiment, referring to Figure 1, the device 101 can include an input device 104, output device 106, processor 122, applications area 180, and storage/memory device 182. The components described herein are merely exemplary and are not intended to encompass all components that can be included in the device 101. For example, in one embodiment, the applications of the device 101 may include, but are not limited to, data acquisition (e.g. image, video and sound) and multimedia players (e.g. video and music players). Thus, in alternate embodiments, the device 101 can include other suitable devices and applications for monitoring application content and acquiring data and providing communication capabilities in such a device. While the input device 104 and output device 106 are shown as separate devices, in one embodiment, the input device 104 and output device 106 can be combined and be part of, and form, the user interface 102. The user interface 102 can be used to display information pertaining to multi-media content as will be described below.

[00025] In one embodiment, the user interface of the disclosed embodiments can be implemented on or in a device that includes a touch screen display or a proximity screen device. In alternate embodiments, the aspects of the user interface disclosed herein could be embodied on any suitable device that will display information and allow the selection and activation of applications or system content. The terms "select" and "touch" are generally described herein with respect to a touch screen-display. However, in alternate embodiments, the terms are intended to encompass the required user action with respect to other input devices. For example, with respect to a proximity screen device, it is not necessary for the user to make direct contact in order to select an object or other information. Thus, the above noted terms are intended to encompass that a user only needs to be within the proximity of the device to carry out the desired function. For example, the term "touch" in the context of a proximity screen device, does not necessarily require direct contact, but can include near or close contact, that activates the proximity device.

[00026] Similarly, the scope of the intended devices is not limited to single touch or contact devices. Multi-touch devices, where contact by one or more fingers or other pointing devices can navigate on and about the screen are also intended to be encompassed by the disclosed embodiments. Non-touch devices are also intended to be encompassed by the disclosed embodiments. Non-touch devices include, but are not limited to, devices without touch or proximity screens, where navigation on the display is performed through, for example,

keys 110 of the device 101 or through voice commands via voice recognition features of the device 101.

[00027] Referring also to Figure 2, an exemplary method of the disclosed embodiments will be described. In this example a user purchases a CWM device 101 that is bundled with a media service CWM subscription (Fig. 2, Block 200). This CWM device allows a user to download or otherwise acquire any desired music files for a predetermined amount of time (i.e. the subscription period) from any suitable store such as, for example, a music store provided by the manufacturer of the device. The user is provided with any suitable access code such as the PIN described above. The PIN may be located in any suitable location such as, for example, on a leaflet inside packaging for the device 101 or stored in a memory 182 of the device. In one example, when purchasing the device the user may also be provided with any suitable CWM software such as, for example, a media player that can be installed in any suitable peripheral device 191 such as, for example, a personal computer. The CWM software can be included on a computer readable medium such as a compact disk, digital versatile disk or other memory device along with the PIN leaflet or the user can download the media player over any suitable network 190 including, but not limited to, the Internet. In other embodiments the CWM software may be activated on a device when the device connects to the CWM service platform through, for example, any suitable browser. The CWM software may also be pre-installed on the device 101. When installed (Fig. 2, Block 210) on the peripheral device 191 the media player allows the user to access the user's CWM account for downloading music through the peripheral device 191. The user can access the music store (Fig. 2, Block 220) through the peripheral device 191 or through the device 101 in any suitable manner including, but not limited to, any suitable wired or wireless connections.

[00028] Referring also to Figures 3-6, the music store 300 may have any suitable interface configuration. For exemplary purposes, the music store 300 can include a music menu 310, a playlist 330, controls 320 for playing media, various artist/song locations 340-360, a help section 370 and an explore section 380. An example of a media menu can be found in United States Patent Application No. 11/933,687, Entitled "System and Method for Displaying Media Items", filed on 1 November 2007, the disclosure of which is incorporated by reference herein in its entirety. For example, the media menu allows quick and easy access for finding media content from a large media catalogue. The media

menu 310 may include any suitable media information screens or "walls" that can be selectively presented to the user. The media information screens can be selected through tabs or any other suitable indicators for identifying the media information screens. For example, each screen may have a corresponding tab which when selected causes the screen to be presented to the user. The contents, colors, font types or any other suitable characteristics of the tabs may be user settable through, for example any suitable settings menu. The media menu 310 may be configured to present a preview of the tab contents (e.g. a preview of the screen corresponding to the tab).

[00029] In one aspect the media menu 310 includes a music screen that includes a carousel of music that, for example, scrolls across the display 114 of the system device 101. The carousel of music may be a continuous carousel (e.g. has the appearance of not ending) or the carousel of music may have defined ends or stop points. In one embodiment, the carousel may stop scrolling when the last media content item in category is reached. The carousel may be configured to simulate a user flicking through, for example, compact disks (CD) at a music store while presenting a packshot to the user. The packshot may include, but is not limited to, an image(s) of the CD or single (e.g. one song on an album) cover, the artist's name, product titles and purchase prices. In other embodiments the packshot may include any suitable information. It is noted that while the disclosed embodiments will be described herein with respect to music, any suitable media may be presented in the manner described herein. For example, the disclosed embodiments apply equally to media including, but not limited to, video media, streaming media, downloadable media, still images, ring tones, wallpapers, podcasts, electronic books and screen savers and/or the like. Each of the media information screens can include any suitable controls for presentation of the media content items such as, for example, volume controls, play - stop - pause - fast forward - rewind controls and suitable scroll bars or sliders for manipulating the media content items presented in the media information screens.

[00030] Once in the media store 300, the device 101 provides any suitable way (e.g. links, tabs, manipulation of the media menu 310, etc.) for the user to navigate to the CMW sign in screen 400, an example of which is shown in Figure 4. The CWM sign in screen 400 can include any suitable information including, but not limited to a sign in field 410 or a link to join 420. In one example, if the user does not already have a music store account the user can create an account

by selecting the join link 420. If the user has an existing store account the user can sign in to that account using the sign in field 410.

[00031] After signing in or selecting the join link 420 the user is presented with a CWM security screen 500 as shown in Figure 5. The security screen 500 can include any suitable features including, but not limited to, a location 510 for entering any suitable security related information. In this example, the security information is, for example, the PIN number described above and provided with the CWM device 101, but in alternate embodiments it can be any suitable security feature. In other embodiments, the device 101 can be configured to request the security information at the sign in screen 400 or at any other suitable time. Upon entering the security information (Fig. 2, Block 230), in one example where the user has a preexisting account, the preexisting account is modified to include a CWM package in any suitable manner. In another example where the user is creating a new account, the device 101 can prompt the user to enter any other suitable information that may be needed to create a user account so that the account can be activated with a CWM package. Once the user account is activated with the CWM package the device 101 presents the user with a verification screen 600, an example of which is shown in Figure 6, that informs the user that the account is activated with the CWM package. The verification screen can also include any suitable information including, but not limited to, directions 620 regarding the use of the music store and/or CWM package (along with any suitable CWM details/features) and a tips section 610 that may lead the user to recommended music and instruct the user as to alternative ways to access the music store. The user can now download or side-load media files with the CWM account package directly to any suitable device such as, for example, the peripheral device 191 or to the device 101. In one embodiment where the items are side-loaded the user already downloaded the item using the CWM features and synchronizes up to any other suitable device in any suitable manner for transferring the item. In one embodiment, the side-loading of media item can be governed by transfer licenses such that if the number of allowed transfer licenses is exceeded the synchronization will fail. The transfer licenses can be governed in a manner similar to how the number of allowed downloads to the CWM device is managed as described herein. In other embodiments, the number of transfer licenses can be managed in any suitable manner, including allowing a user to purchase transfer licenses.

[00032] Referring to Figure 3A, in another embodiment the system 100 may be configured to recognize whether a media item is being recorded or burned on, for example, a compact disk, digital versatile disk or any other suitable removable storage device. As can be seen in Figure 3A, the system can include a media player screen 370 that is configured to allow burning 375 of media items to a removable medium. In one embodiment the system 100 may not allow burning of media items, such as the selected media item 380, without the proper licenses or transfer rights. The system 100 may be configured to present an option to purchase 385 additional or upgrade existing transfer rights to allow for the burning of media items to a removable storage medium. The purchase of additional or upgraded transfer rights/licenses may be associated with other service purchase options incorporated in the service platform as described herein. It is noted that the media items displayed in the burn screen 370 may be those items stored in device 1, device 2, accessible through the media store, or any other suitable storage location. The user can switch views between media items accessible through the different devices or the media store by selecting a corresponding link or icon for that location as shown in Figure 3A.

[00033] In one embodiment the media items available for download can have a download period associated with them. For example, one or more media items can have a download period of a first predetermined amount of time and another one or more media items can have a download period for a second predetermined amount of time. In one example, the first predetermined period may be twelve months and the second predetermined period may be six months. In other embodiments, the first and second predetermined amounts of time can be any suitable time periods. It is also noted that there may be more or less than two predetermined download periods associated with one or more of the media items. As a non-limiting example, the latest releases of media items may be available for unlimited downloading for four weeks, while other media items may be available for downloading during the entire CWM subscription period.

[00034] Referring to Figures 7 and 7A accessing the CWM package will be described in greater detail. The relationship between features of the CWM service platform implementation described herein is shown in Figure 7A. As can be seen, one music store 790 can be assigned to a territory (e.g. geographical location or other spatial boundary). In other embodiments, each territory may have more than one store. In still other embodiments one store may be assigned to more than one territory. The store 790 is accessed by both CWM

users and non-CWM or pay users. The store 790 can be connected to any suitable number of CWM devices and their corresponding CWM programs 791. The CWM PIN numbers 792 may be assigned one per device type, operator, operator contract length, territory and/or final redemption date. It is noted that the PIN numbers can be provided as a promotion or for any other suitable purpose. For example, the PIN number can be used a promotion for a predetermined communication device, where the PIN number applies to a predetermined subscription length, a territory, a communication service provider and/or service provider contract length, and have a predetermined redeem by date. Any suitable number of PIN vouchers 793 can be associated with the PIN numbers to provide, for example, restricted use of the PIN numbers as described below. It is noted that where the PIN numbers are provided for promotional purposes, the promotions can be created for each type of communication device, country, operator, etc. In one embodiment, the provider of the PIN numbers can receive a promotion campaign request. A CWM program 791 can be created tailored to, for example, each phone, for each operator and/or for each country. A corresponding CWM PIN promotion 792 is created and is related to each CWM program 791. In one embodiment, where a PIN promotion 792 applies to a certain store or country and a user tries to access the CWM account in an area the device is not assigned to (e.g. the CWM device is configured for use in area A but is located in area B), the system 100 may be configured to present the user with a message informing the user access is being made to an incorrect store/territory and direct the user to the correct store.

[00035] Referring also to Figure 7, in one embodiment the user signs up for a CWM account or adds the CWM package to an existing account as described above (Fig. 7, Block 700). The user's sign on or registration information is validated and stored in any suitable database such as, for example, a database associated with the music store 790 (Fig. 7, Block 705). During the sign on/registration process the user's PIN number is validated (Fig. 7, Block 710) to, for example, determine which CWM features are to be added to the user's account. For example, the PIN number can define such features including, but not limited to, usage or access territories and types of access. For example, the CWM access can be divided into one or more territories that may correspond to geographical locations such that a PIN number may provide CWM access in one territory but not others. In another example the PIN numbers can allow access to more than one territory. The PIN numbers can also define whether the CWM account allows for unlimited media downloads during the CWM subscription

period or alternatively a predetermined or capped number of downloads. In one example, where the PIN provides for a predetermined number of downloads, there may be a predetermined number of downloads for each day, week or month in the CWM subscription period. In other embodiments, the CWM period can be broken up into any suitable number of sub-periods for applying the download caps. In still other embodiments the CWM subscription period may be based on a number of downloaded items such that once a predetermined number of downloads are performed the subscription terminates.

[00036] When the PIN number is validated the device 101 presents the user with any suitable information pertaining to the CWM account as determined by the PIN number (Fig. 7, Block 715). For example, the device may present the territories available for accessing the CWM account, the type of account access, the number of available downloads, any promotional offerings, etc. The user's account is created (Fig. 7, Block 720) in any suitable manner such as by, for example, a network entity 192 connected to the device 101. The network entity may be any suitable entity or device, such as for example, a media store server connected to the device 101. It is noted that in one example, the CWM features described herein are added to a preexisting account while in other examples they are added to a newly created account. It is further noted that the addition of the CWM features to an existing account does not affect any credits that may exist on the preexisting account (e.g. the user can download items per the CWM features without depleting the user's credits). During the account creation, the CWM software installed in the peripheral device 191 and/or the CWM software within the device 101 is associated with the user's CWM account to provide suitable security for unauthorized downloads as will be described below. The PIN number is also marked as redeemed (Fig. 7, Block 725) so that the PIN number cannot be reused to open another CWM enabled account or add CWM to another already existing account. Once the CWM account is created or the CWM feature is added to a preexisting account the user can browse and download music in any suitable manner, including but not limited to, the manner described in United States Patent Application No. 11/933,687 via the music menu 310 (Fig. 7, Block 730).

[00037] The system 100 can be configured to track the CWM usage for any suitable manner including, but not limited to, reporting purposes and for monitoring the number of downloads. In one example, when a media item is selected for downloading (Fig. 7, Block 735) the system 100 checks to see if the

user has a CWM program (Fig. 7, Block 740). If the user does not have a CWM program the user is allowed to purchase and download the media item on, for example, a pay per download basis in any suitable manner. If the user has a CWM program installed on their device, such as device 101 or peripheral device 191, the system 100 checks to see if there is a download cap for the CWM subscription (Fig. 7, Block 745). If there is a cap the system 100 verifies that the cap is not exceeded. If the cap is exceeded the user cannot download the media item under the CWM subscription. Here the user is notified that the download cap is reached and is given an option to purchase the media item using, for example, preexisting account credits, a credit card or other suitable billing methods. If the cap is not reached the user is allowed to download the media item. In another example, the system 100 can be configured to verify the type of device the download is being performed with (Fig. 7, Block 750). For example, if the device is not a CWM device or does not include the CWM software/program the user is not allowed to download media items for free under the CWM subscription. Here the user can be prompted that the device is not allowed or enabled to perform CWM downloads. In one example, the user is given the option to add media files to any suitable wish list to be downloaded at a later time with a CWM enabled device. In another example the user can be given an option to purchase the media file(s) in any suitable manner.

[00038] It is noted that the CWM enabled device 101, 191 may also allow for the downloading of entire albums in substantially the same manner as that described above. However, it is noted that in one example, each track in the album is treated as a separate download for calculating the CWM cap or for reporting purposes. In one example, if downloading an album will make the user exceed the CWM cap, the user can be prompted that the cap will be exceeded if the download continues. The system can give the user an option of picking which tracks in the album to download as allowed the CWM cap or the user can be given the option to purchase the number of items that exceed the CWM cap. For example, if the album includes ten tracks and the user has five available CWM downloads the user can download five tracks for free and pay for the other five tracks. In other examples, when downloading an album a "reduced rate" may be applied to the cap. For example, if the album includes ten tracks, the user's CWM download cap will only be reduced by five downloads.

[00039] In one embodiment, where the CWM account includes a predetermined number of downloads or cap per period the system 100 can be configured to keep track of the number of downloads made by the user. As the user downloads media items (Fig. 7, Block 755) the system 100 accordingly increments a number of downloads made with the user's account (Fig. 7, Block 760). When the cap is reached the system 100 indicates that the CWM cap is reached and free downloads are no longer available to the user (at least for the remainder of the period). The system 100 can also be configured to log each download made to a service provider CWM program (Fig. 7, Block 765) so that the service provider can report the number of downloads made any suitable entity such as, for example, record labels or companies.

[00040] As can also be seen in Figure 7, the system 100 can be configured to inform a user when the CWM subscription expires (Fig. 7, Block 770) and provide the user an opportunity to acquire the media items on a pay basis (Fig. 7, Block 775). As described above, in other embodiments, the user can be given an opportunity to purchase a subscription for downloading media items. In other examples, upon the expiration of the CWM subscription, the system 100 can promote the purchase of another CWM enabled device so the user can keep enjoying the CWM features. In another embodiment the user can keep using his/her existing account on, for example, a pay per acquisition/download basis. It is noted that any credit existing on the account before the CWM features were added can be used for purchasing items after the CWM period expires.

[00041] In one embodiment the system 100 is configured to allow a user to check the status of the user's CWM account in any suitable manner including, but not limited to any suitable menu system 124 of the system. In this example, the user opens the user's account (Fig. 8, Block 800) and the system 100 presents any suitable account information to the user (Fig. 8, Block 810). It is noted the system 100 can be configured with any suitable security features to prevent unauthorized access to the user's account. In one example, the system 100 checks the user's device 101, 191 for a CWM program (Fig. 8, Block 820). In other examples, the system 100 may not check for a CWM program in the device. The system can display information such as, for example, the start and expiration date of the CWM subscription (Fig. 8, Block 830), the number of downloads remaining (after checking a CWM cap; Fig. 8, Blocks 840, 850). In another embodiment the system 100 can be configured to allow a user to view a download history that includes a listing of the items downloaded under the user's

account (Fig. 8, Block 860). The list can include items downloaded under the CWM features, items purchased or a combination thereof. If the user has not downloaded any files the history would show zero downloaded items. If the list extends beyond the viewable area of the display 114 the list may be scrollable or presented on one or more pages or screens.

[00042] In another embodiment the user history can allow for recovery of previously downloaded items after the CWM period is expired. For example, a user can access the download history in any suitable manner, such as that described above. The item to be recovered can be selected in any suitable manner for download to the user's device 101, 191 without the user paying for the download.

[00043] In addition to the restrictions described above, the system 100 can be configured with additional ways to limit sharing a user account. In one embodiment the system can be configured to track simultaneous account usage. For example, if the user logs into the user's account more than once (e.g. the user logs on using device A and then logs on using device B without logging of device A, or any combination thereof) the user may only be able to perform CWM downloads from one device. In one embodiment, the device that logged in to the user's account first will be allowed to perform CWM downloads while the other is precluded from CWM downloads. In another embodiment, whichever device completes a successful CWM download first can preclude the other device from performing CWM downloads.

[00044] In another embodiment, the system 100 can be configured to track licenses assigned to the downloaded items. For example, a user may receive an item without a license such as through wireless communication with another device (e.g. from a friend that previously purchased the item from the store 790). When the user attempts to play the unlicensed item the system 100 can be configured to notify the user that the user is attempting to play an unlicensed version of the item and present a license only purchasing option to the user. In other embodiments, where the user is a CWM subscriber, the user can log in to the user's CWM account and download the license for free. In other embodiments, there may not be a license only download such that the user has to download both the item and the license.

[00045] In still other embodiments, the time based and/or download based subscription period (which may be configurable as described above) could be

tied to an identification of the device 101, 191. For example, as described above, the identification can include an IMEI of a mobile communication device, a MAC address of a personal computer or a hash of the IMEI and MAC address. In other embodiments, any suitable device identifier can be used for restricting access to the CWM features described herein. In one example, the device identifier enables downloads of media items if the device identifier matches, for example, an identifier registered with the media service provider when the user created the CWM account. In other embodiments the device identifier can be pre-registered with the media service provider and validated upon CWM account creation. It is noted that device identifiers that are determined to the valid, either at account creation or during a media download, are added to service platform.

[00046] As described above, the CWM software installed in the peripheral device 191 and/or the CWM software within the device 101 has a unique identifier and is associated or otherwise registered with the user's CWM account to provide security. In one embodiment the system 100 can be configured to track instances of installed CWM software. For example, a user may be allowed to installed a predetermined number of instances of the CWM software on user devices (e.g. one instance is installed on the user's home computer, another instance is installed on the user's work computer, etc.). The system 100 can be configured to preclude any instances of the CWM software installed over the allowed number of instances from accessing the user's CWM account. In one embodiment, the system 100 can be configured to allow a user to de-register one or more instances of the CWM software to allow a user to move the software to another device. The system 100 can be configured to, upon detection of a violation of, for example, the security features described herein, deactivate a user's CWM account or otherwise notify the user of the security breach in any suitable manner (e.g. email, etc.).

[00047] In another aspect of the exemplary embodiments, the media transferred to the CWM device 101 from the media service provider may be portable. For example, if the CWM device 101 is lost, stolen or otherwise has to be replaced the media in the CWM device can be transferred to a new or replacement CWM device. In one example, the CWM software in the CWM device may be de-registered by the network 190. For example, the CWM software may be disassociated with the user's CWM account so that the CWM device 101 is no longer able to access the user's CWM account and/or network

entity 192 for transferring, for example music to the CWM device 101. Upon replacement of the CWM device 101 with a replacement CWM device and registration of the CWM software that is stored in the replacement CWM device, the user may access the media that transferred to the, for example, lost CWM device 101. As an example, a record of the media transferred under the user's CWM account may be stored in, for example, any suitable location such as a media store or other network entity, such as entity 192 that is remotely accessible by a CWM device. The replacement CWM device may be configured to allow the user to access the record of previously transferred media so that some or all of the previously transferred media can be, for example, re-transferred to the replacement CWM device.

[00048] Examples of devices on which aspects of the disclosed embodiments can be practiced are illustrated with respect to FIGS. 9A and 9B. The terminal or mobile communications device 900 may have a keypad 910 and a display 920. The keypad 910 may include any suitable user input devices such as, for example, a multi-function/scroll key 930, soft keys 931, 932, a call key 933, an end call key 934 and alphanumeric keys 935. The display 920 may be any suitable display, such as for example, a touch screen display or graphical user interface. The display may be integral to the device 900 or the display may be a peripheral display connected to the device 900. A pointing device, such as for example, a stylus, pen or simply the user's finger may be used with the display 920. In alternate embodiments any suitable pointing device may be used. In other alternate embodiments, the display may be any suitable display, such as for example a flat display that is typically made of an liquid crystal display (LCD) with optional back lighting, such as a thin film transistor (TFT) matrix capable of displaying color images. The device 900 may also include other suitable features such as, for example, a camera, loud speaker, connectivity port or tactile feedback features. The mobile communications device may have a processor 918 connected to the display for processing user inputs and displaying information on the display 920. A memory 902 may be connected to the processor 918 for storing any suitable information and/or applications associated with the mobile communications device 900 such as phone book entries, calendar entries, etc.

[00049] In the embodiment where the device 900 comprises a mobile communications device, the device can be adapted for communication in a telecommunication system, such as that shown in FIG. 10. In such a system,

various telecommunications services such as cellular voice calls, worldwide web/wireless application protocol (www/wap) browsing, cellular video calls, data calls, facsimile transmissions, data transmissions, music transmissions, still image transmission, video transmissions, electronic message transmissions and electronic commerce may be performed between the mobile terminal 1000 and other devices, such as another mobile terminal 1006, a line telephone 1032, a personal computer 1026 and/or an internet server 1022. It is to be noted that for different embodiments of the mobile terminal 1000 and in different situations, some of the telecommunications services indicated above may or may not be available. The aspects of the disclosed embodiments are not limited to any particular set of services in this respect.

[00050] The mobile terminals 1000, 1006 may be connected to a mobile telecommunications network 1010 through radio frequency (RF) links 1002, 1008 via base stations 1004, 1009. The mobile telecommunications network 1010 may be in compliance with any commercially available mobile telecommunications standard such as for example global system for mobile communications (GSM), universal mobile telecommunication system (UMTS), digital advanced mobile phone service (D-AMPS), code division multiple access 2000 (CDMA2000), wideband code division multiple access (WCDMA), wireless local area network (WLAN), freedom of mobile multimedia access (FOMA) and time division-synchronous code division multiple access (TD-SCDMA).

[00051] The mobile telecommunications network 1010 may be operatively connected to a wide area network 1020, which may be the Internet or a part thereof. An Internet server 1022 has data storage 1024 and is connected to the wide area network 1020, as is an Internet client computer 1026. The server 1022 may host a worldwide web/wireless application protocol server capable of serving worldwide web/wireless application protocol content to the mobile terminal 1000.

[00052] A public switched telephone network (PSTN) 1030 may be connected to the mobile telecommunications network 1010 in a familiar manner. Various telephone terminals, including the stationary telephone 1032, may be connected to the public switched telephone network 1030.

[00053] The mobile terminal 1000 is also capable of communicating locally via a local link 1001 to one or more local devices 1003. The local links 1001 may be any suitable type of link with a limited range, such as for example Bluetooth®, a

Universal Serial Bus (USB) link, a wireless Universal Serial Bus (WUSB) link, an IEEE 802.11 wireless local area network (WLAN) link, an RS-232 serial link, etc. The local devices 1003 can, for example, be various sensors that can communicate measurement values to the mobile terminal 1000 over the local link 1001. The above examples are not intended to be limiting, and any suitable type of link may be utilized. The local devices 1003 may be antennas and supporting equipment forming a wireless local area network implementing Worldwide Interoperability for Microwave Access (WiMAX, IEEE 802.16), WiFi (IEEE 802.11x) or other communication protocols. The wireless local area network may be connected to the Internet. The mobile terminal 1000 may thus have multi-radio capability for connecting wirelessly using mobile communications network 1010, wireless local area network or both. Communication with the mobile telecommunications network 1010 may also be implemented using WiFi, Worldwide Interoperability for Microwave Access, or any other suitable protocols, and such communication may utilize unlicensed portions of the radio spectrum (e.g. unlicensed mobile access (UMA)). In one embodiment, the processor 122 of Figure 1 can include a communications module that is configured to interact with the system described with respect to Figure 10.

[00054] Although the above embodiments are described as being implemented on and with a mobile communication device, it will be understood that the disclosed embodiments can be practiced on any suitable device incorporating a display, processor, memory and supporting software or hardware. In one embodiment, the device 101 of Figure 1 may be for example, a personal digital assistant (PDA) style device 960 illustrated in Figure 9B. The personal digital assistant 960 may have a keypad 970, a touch screen display 980 and a pointing device 950 for use on the touch screen display 980. In still other alternate embodiments, the device may be a personal computer, a tablet computer, touch pad device, Internet tablet, a laptop or desktop computer, a mobile terminal, a cellular/mobile phone, a multimedia device, a personal communicator, television set top box, or any other suitable device capable of containing for example a display 114 and supported electronics such as the processor 122 and memory 182 of Figure 1.

[00055] The user interface 102 of Figure 1 can also include menu systems 124. The menu system 124 can provide for the selection of different tools and application options related to the applications or programs running on the

system 100. In one embodiment, the menu system 124 may provide for the selection of the features associated with the CWM features such as, for example, any suitable setting features including, but not limited to, the settable features described herein. In the embodiments disclosed herein, the processor 122 receives certain inputs, such as for example, signals, transmissions, instructions or commands related to the functions of the system 100, such as information regarding the CWM features. Depending on the inputs, the navigation module interprets the commands and directs the system 100 to execute the commands accordingly.

[00056] The disclosed embodiments may also include software and computer programs incorporating the process steps and instructions described above that are executed in different computers. Figure 11 is a block diagram of one embodiment of an apparatus 1100 incorporating features that may be used to practice aspects of the invention. The apparatus 1100 can include computer readable program code means for carrying out and executing the process steps described herein. As shown, a computer system 1102 may be linked to another computer system 1104, such that the computers 1102 and 1104 are capable of sending information to each other and receiving information from each other. In one embodiment, computer system 1102 could include a server computer adapted to communicate with a network 1106. Computer systems 1102 and 1104 can be linked together in any conventional manner including, for example, a modem, wireless, hard wire connection, or fiber optic link. Generally, information can be made available to both computer systems 1102 and 1104 using a communication protocol typically sent over a communication channel or through a dial-up connection on an integrated services digital network (ISDN) line. Computers 1102 and 1104 are generally adapted to utilize program storage devices embodying machine-readable program source code, which is adapted to cause the computers 1102 and 1104 to perform the method steps, disclosed herein. The program storage devices incorporating aspects of the invention may be devised, made and used as a component of a machine utilizing optics, magnetic properties and/or electronics to perform the procedures and methods disclosed herein. In alternate embodiments, the program storage devices may include magnetic media such as a diskette or computer hard drive, which is readable and executable by a computer. In other alternate embodiments, the program storage devices could include optical disks, read-only-memory ("ROM") floppy disks and semiconductor materials and chips.

[00057] Computer systems 1102 and 1104 may also include a microprocessor for executing stored programs. Computer 1104 may include a data storage device 1108 on its program storage device for the storage of information and data. The computer program or software incorporating the processes and method steps incorporating aspects of the invention may be stored in one or more computers 1102 and 1104 on an otherwise conventional program storage device. In one embodiment, computers 1102 and 1104 may include a user interface 1110, and a display interface 1112 from which aspects of the invention can be accessed. The user interface 1110 and the display interface 1112 can be adapted to allow the input of queries and commands to the system, as well as present the results of the commands and queries.

[00058] The embodiments described herein provide a bundled media service with the purchase of an electronic device so that the user does not incur additional costs for downloading media items above the costs associated with the purchase of the electronic device. The Bundled media service provides security features that enable tracking of media item licenses as well as features to prevent unauthorized copies of media items from being presented on a device.

[00059] It is noted that the embodiments described herein can be used individually or in any combination thereof. It is also noted that any one or more of the CWM features described herein may be configurable in any suitable manner by, for example, the service provider, the PIN provider, a promotions resource affiliated with the CWM program, or any other suitable entity. It should be understood that the foregoing description is only illustrative of the embodiments. Various alternatives and modifications can be devised by those skilled in the art without departing from the embodiments. Accordingly, the present embodiments are intended to embrace all such alternatives, modifications and variances that fall within the scope of the appended claims.

CLAIMS

1.   A service platform comprising:

receiving an identification of a device; and

providing access to digital content with the device, based on the identification, for a predetermined period when the device and the access to the digital content are purchased for a single price.

2.   The service platform of claim 1, further comprising providing a number of different ways to download the digital content in the device.

3.   The service platform of claim 1 or 2, wherein the access to the digital content is unlimited access or access based on a number of digital content acquired.

4.   The service platform of any of claims 1 to 3, wherein the predetermined period is configurable.

5.   The service platform of any of claims 1 to 4, wherein digital content acquired during the predetermined period remains accessible after the predetermined period expires.

6.   The service platform of any of claims 1 to 5, wherein the service platform is configured to register a user before adding a unique access identification number to a user account.

7.   The service platform of any of claims 1 to 6, wherein the device is identified with a unique identifier and a packaging of the device includes a unique access identification number allowing access to the digital content.

8.   A method comprising:

receiving an identification of a device; and

providing access to digital content with the device based on the identification when the device and the access to the digital content are purchased for a single price.

9.   The method of claim 8, wherein providing a number of different ways to download digital content in a device;

10.   The method of claim 8 or 9, wherein the access to the digital content is unlimited access or access based on a number of digital content acquired.

11.   The method of any of claims 8 to 10, wherein access to the digital content is provided for a predetermined period.

12.   The method of any of claims 8 to 10, wherein access to the digital content is provided for a predetermined period and digital content acquired during the predetermined period remains accessible after the predetermined period expires.

13.   The method of any of claims 8 to 12, further comprising registering a user before adding a unique access identification number to a user account.

14.   The method of any of claims 8 to 13, wherein the device is identified with a unique identifier and a packaging of the device includes a unique access identification number allowing access to the digital content.

15.   The method of any of claims 8 to 14, further comprising providing a number of different ways to download the digital content in the device.

16.   A computer program product embodied in a memory of a device comprises computer readable program code embodied in a computer readable medium for executing the method of any of claims 8 to 15.

17.   The computer program product of claim 16, wherein the access to the digital content is unlimited access or access based on a number of digital content acquired.

18.   The computer program product of claim 16 or 17, wherein access to the digital content is provided for a predetermined period.

19.   The computer program product of any of claims 16 to 17, wherein access to the digital content is provided for a predetermined period and digital content acquired during the predetermined period remains accessible after the predetermined period expires.

20.   The computer program product of any of claims 16 to 19, wherein the computer program product further includes computer readable program code embodied in a computer readable medium for registering a user before adding a unique access identification number to a user account.

21.   The computer program product of any of claims 16 to 20, wherein the device is identified with a unique identifier and a packaging of the device includes a unique access identification number allowing access to the digital content.

22.   An apparatus comprising:

a processor; and

an input device connected to the processor;

wherein the processor is configured to:

provide access to digital content with the apparatus when the apparatus and the access to the digital content are purchased for a single price, where access to the digital content is based on an identification of the apparatus.

23.   The apparatus of claim 22, wherein the processor is further configured to provide a number of different ways to download the digital content in the apparatus.

24.   The apparatus of claim 22 or 23, wherein the access to the digital content is unlimited access or access based on a number of digital content acquired.

25.   The apparatus of any of claims 22 to 24, wherein the processor is configured to provide access to the digital content for a predetermined period.

26.   The apparatus of any of claims 22 to 24, wherein the processor is configured to provide access to the digital content for a predetermined period and digital content acquired during the predetermined period remains accessible after the predetermined period expires.

27.   The apparatus of any of claims 22 to 26, wherein the processor is further configured to register a user before adding a unique access identification number to a user account.

28.   The apparatus of any of claims 22 to 27, wherein the apparatus is identified with a unique identifier and a packaging of the apparatus includes a unique access identification number allowing access to the digital content.

29.   A system comprising:

24

a mobile communication device including:

an input device; and

a processor connected to the input device, the processor being configured to:

provide access to digital content with the mobile communication device when the mobile communication device and the access to the digital content are purchased for a single price, where access to the digital content is based on an identification of the mobile communication device.

30.   The system of claim 29, wherein the processor is further configured to provide a number of different ways to download the digital content in the mobile communication device.

31.   The system of claim 29 or 30, wherein the access to the digital content is unlimited access or access based on a number of digital content acquired.

32.   The system of any of claims 29 to 31, wherein the processor is configured to provide access to the digital content for a predetermined period.

33.   The system of any of claims 29 to 31, wherein the processor is configured to provide access to the digital content for a predetermined period and digital content acquired during the predetermined period remains accessible after the predetermined period expires.

34.   The system of any of claims 29 to 33, wherein the processor is configured to store a history of acquired digital content in a memory for allowing the recovery of previously acquired digital content.

35.   The system of any of claims 29 to 34, wherein the processor is further configured to register a user before adding a unique access identification number to a user account.

36.   The system of any of claims 29 to 35, wherein the mobile communication device is identified with a unique identifier and a packaging of the mobile communication device includes a unique access identification number allowing access to the digital content.

37.   A method comprising:

providing a mobile communication device and a media service subscription for a single purchase price;

redeeming an identifier associated with the media service subscription; and

creating an account with a media service subscription provider based on the redeemed identifier.

38.   The method of claim 37, further comprising registering with the media service subscription provider after redemption of the identifier.

39.   The method of claim 37 or 38, further comprising adding the media service subscription to the account after redemption of the identifier.

40.   The method of any of claims 37 to 39, further comprising presenting promotional information regarding the media service subscription.

41.   The method of any of claims 37 to 40, wherein the account is created prior to redeeming the identifier.

42.   The method of any of claims 37 to 41, wherein any preexisting credits on the account are not affected by an acquisition of media items under the media service subscription.

43.   The method of any of claims 37 to 42, wherein media items within the media service subscription are acquired for free and media items outside the media service subscription can be purchased by a user.

44.   The method of any of claims 37 to 43, further comprising tracking media item acquisition under the media service subscription for reporting and/or acquisition restriction purposes.

45.   The method of any of claims 37 to 44, wherein the media service subscription is active for a predetermined period of time.

46.   The method of any of claims 37 to 45, wherein one or more media items are available for acquisition for a first predetermined period of time and other one or more different media items are available for acquisition for a second predetermined period of time.
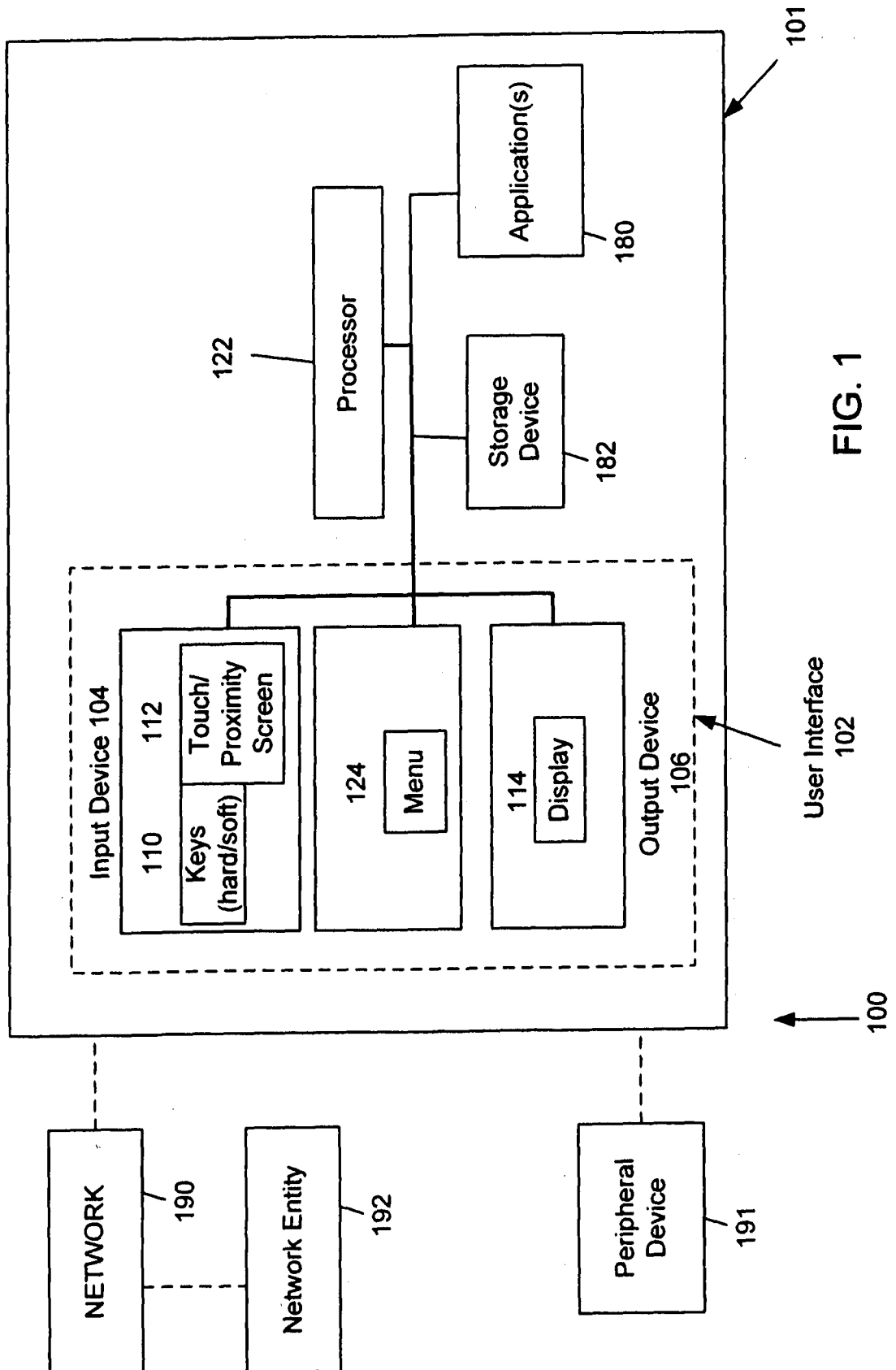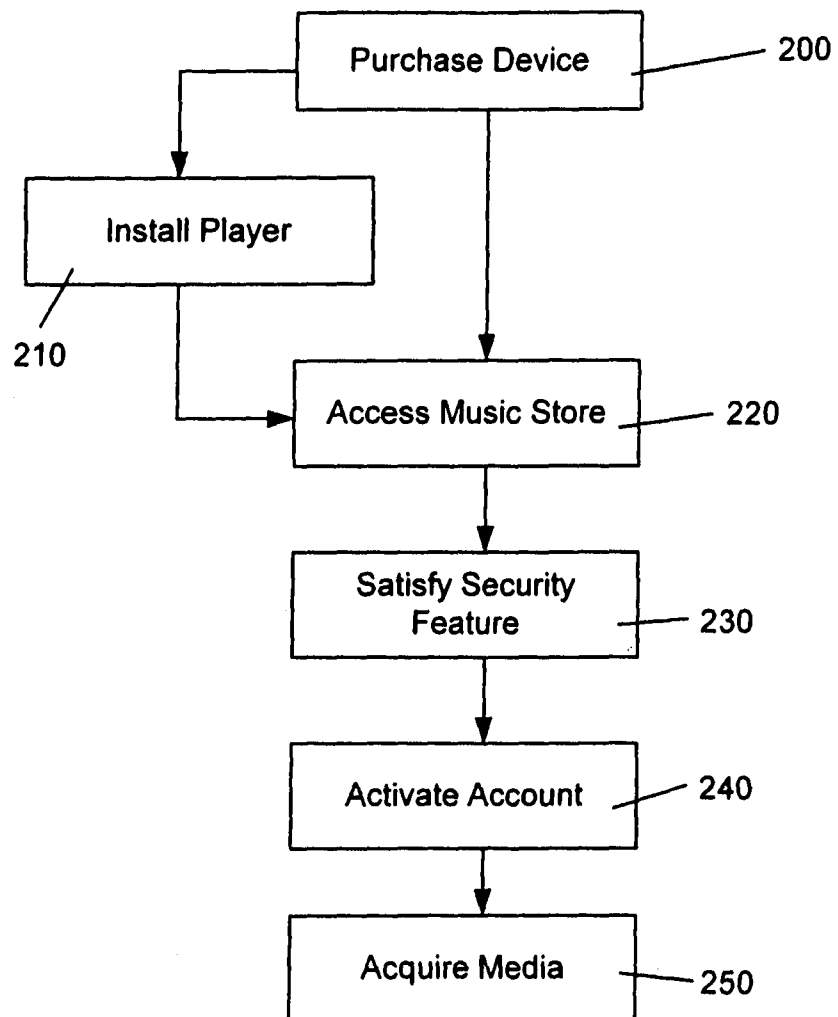
FIG. 1

2/14

```
                    ┌──────────────────────┐
           ┌───────►│   Purchase Device    │────── 200
           │        └──────────────────────┘
           │                    │
           ▼                    │
  ┌──────────────────┐          │
  │   Install Player │          │
  └──────────────────┘          │
       │                        │
      210                       ▼
       │              ┌──────────────────────┐
       └─────────────►│   Access Music Store │────── 220
                      └──────────────────────┘
                                 │
                                 ▼
                      ┌──────────────────────┐
                      │   Satisfy Security   │
                      │       Feature        │────── 230
                      └──────────────────────┘
                                 │
                                 ▼
                      ┌──────────────────────┐
                      │   Activate Account   │────── 240
                      └──────────────────────┘
                                 │
                                 ▼
                      ┌──────────────────────┐
                      │    Acquire Media     │────── 250
                      └──────────────────────┘
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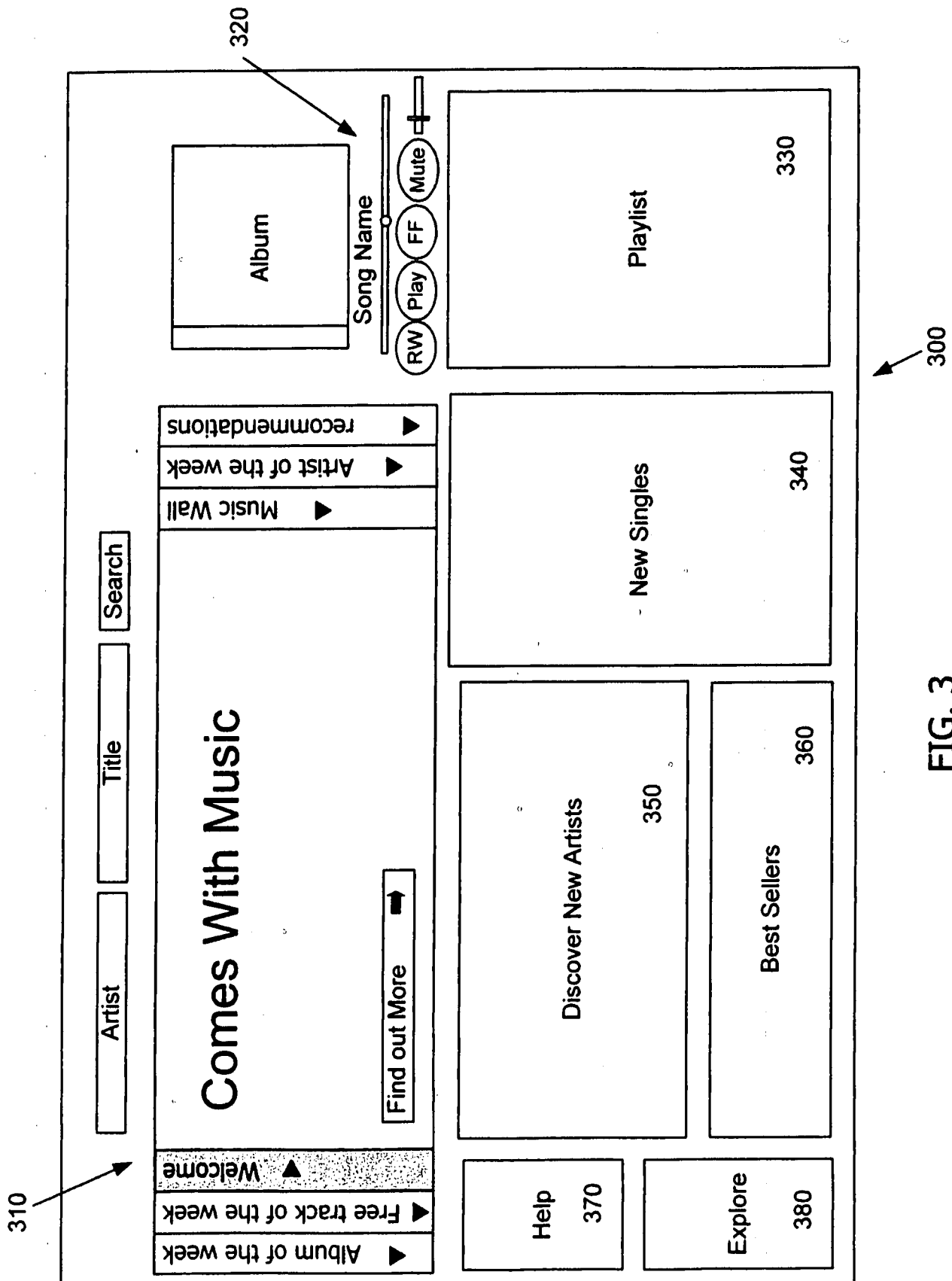
FIG. 2

320

Album

Song Name

RW   Play   FF   Mute

Artist   Title   Search

Comes With Music

Welcome ▲
Free track of the week ▶
Album of the week ▶

Music Wall ▶
Artist of the week ▶
recommendations ▶

Find out More ⬆

Playlist

330

New Singles

340

Discover New Artists

350

Best Sellers

360

Help

370

Explore

380

300

FIG. 3

FIG. 3A

FIG. 4

Comes With Music

Artist   Title   Search

Album

Song Name

RW   Play   FF   Mute

320

Playlist   330

Enter Your PIN

Key in your PIN Number below to join
PIN number:

☐ I agree to terms and conditions

Cancel   Continue
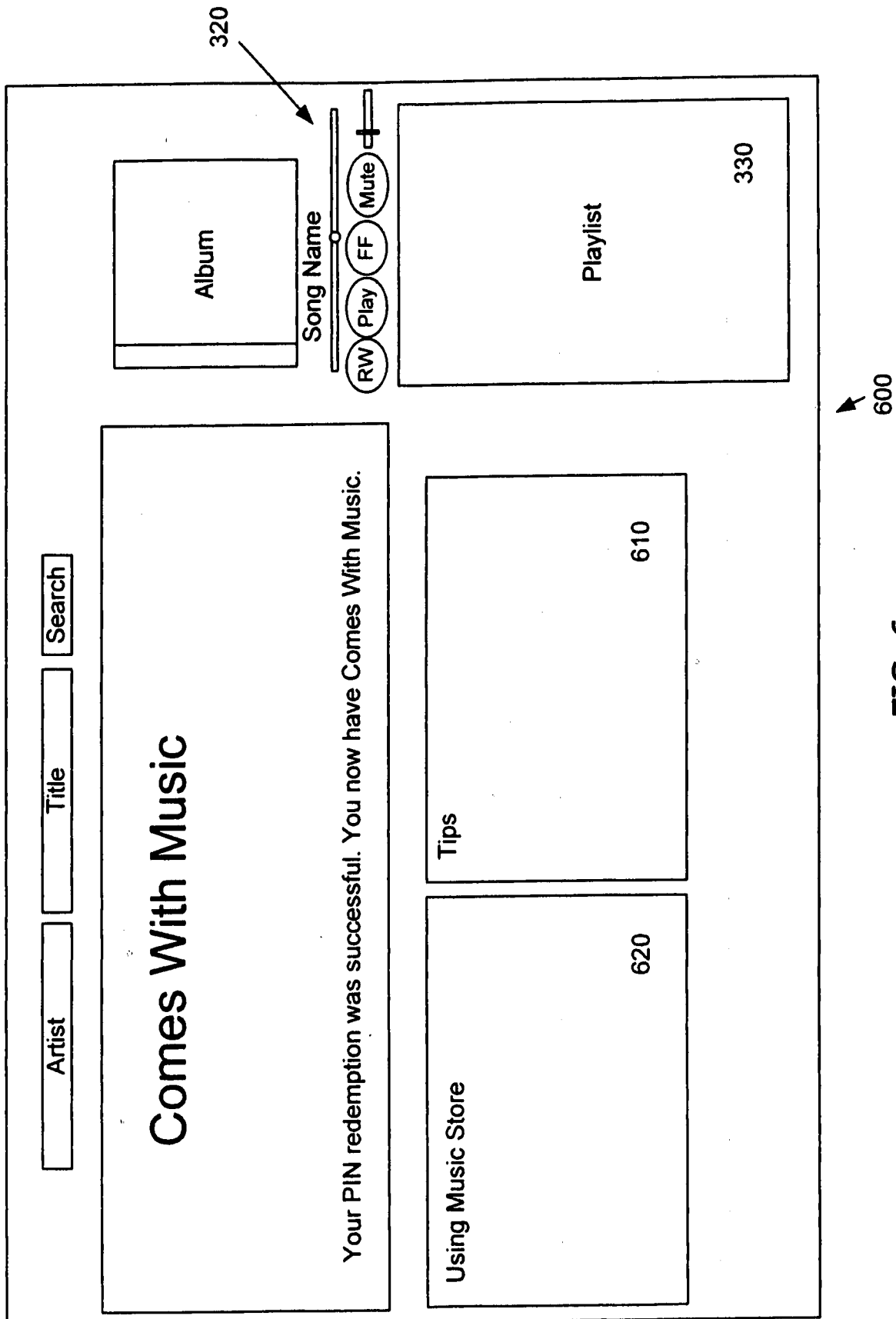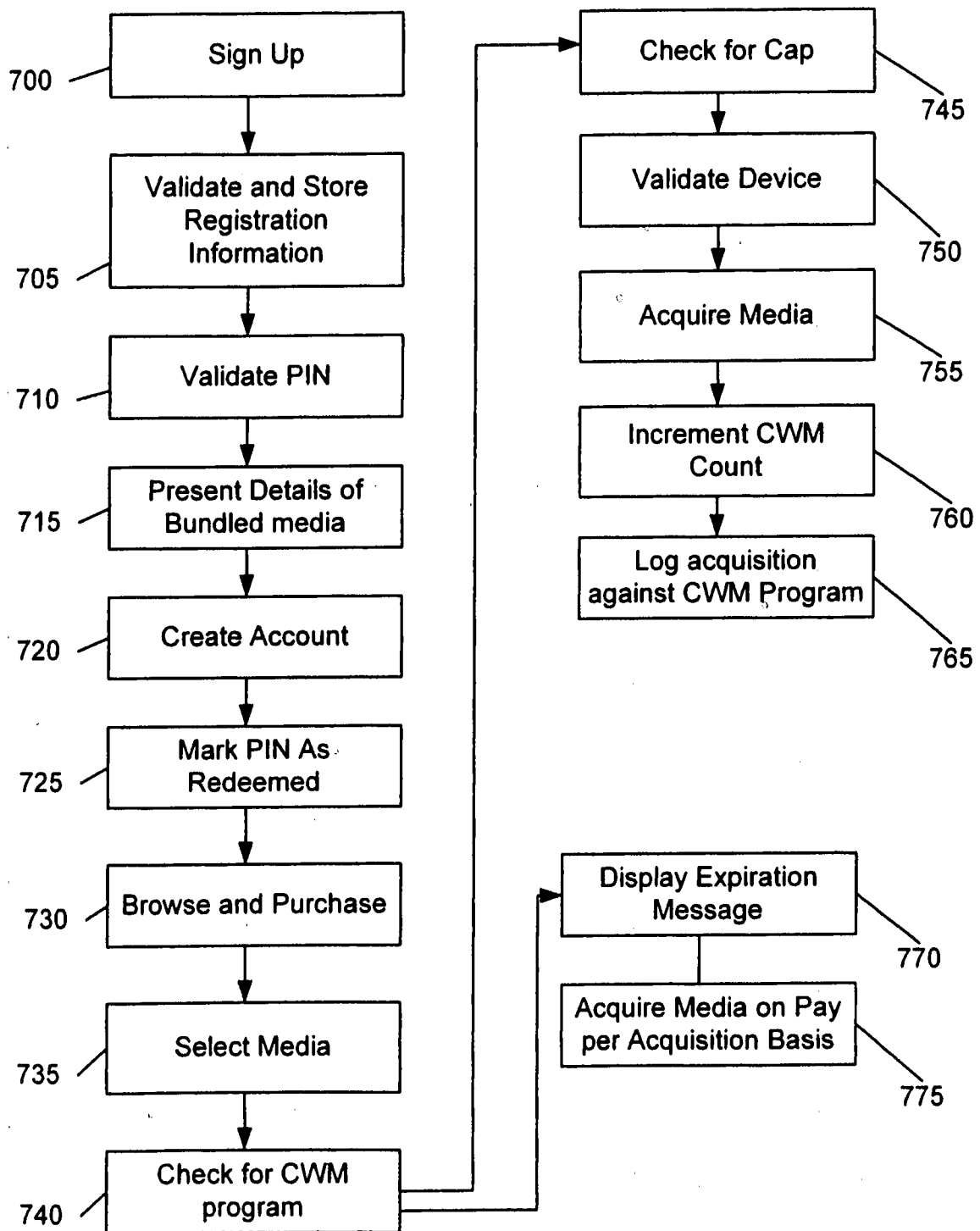
510

500

FIG. 5

FIG. 6

FIG. 7

FIG. 7A

FIG. 8

918

Processor

Memory

902

900

931

933

935

920

930

932

934

910
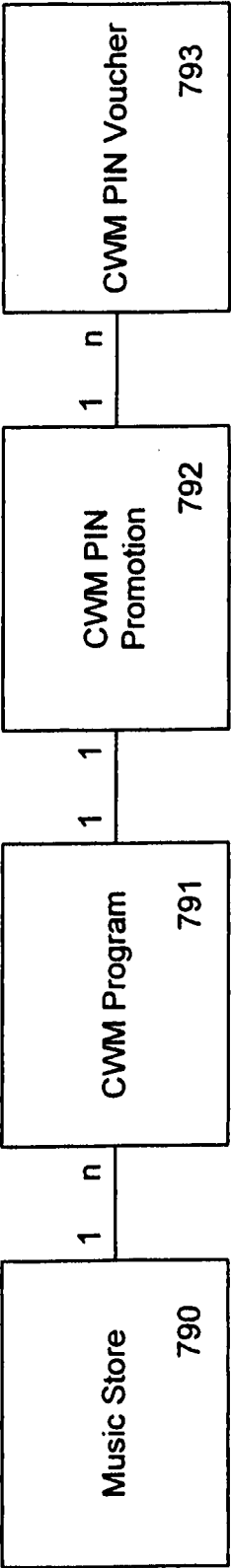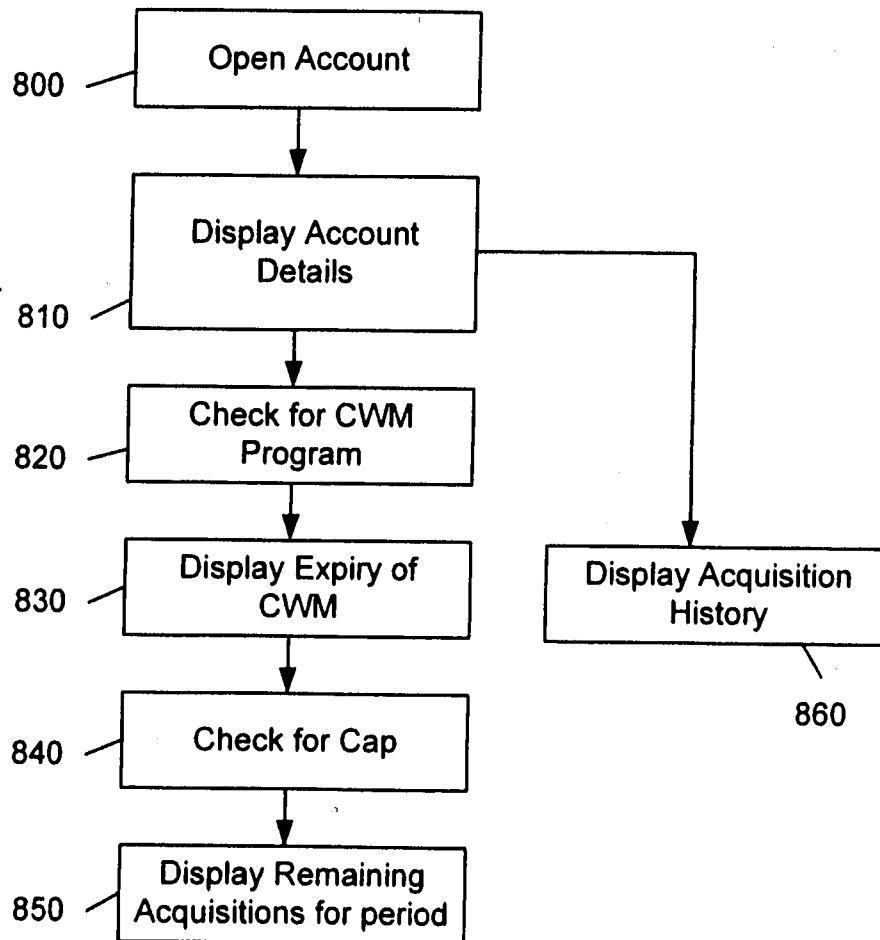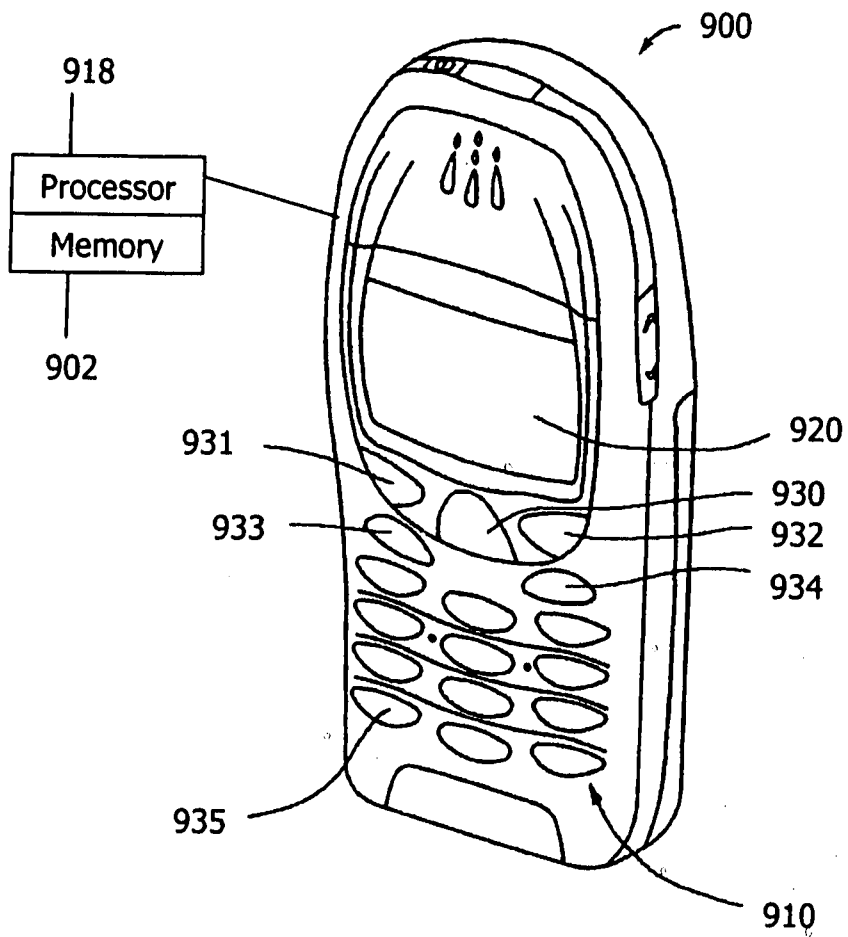
FIG. 9A
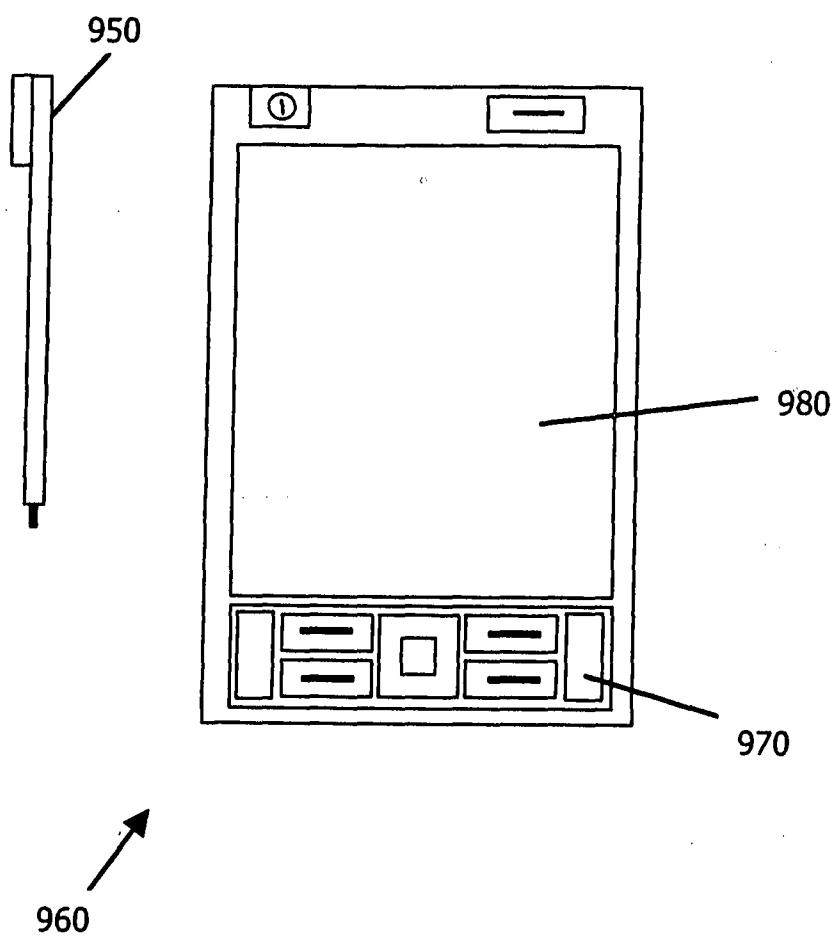
FIG. 9B
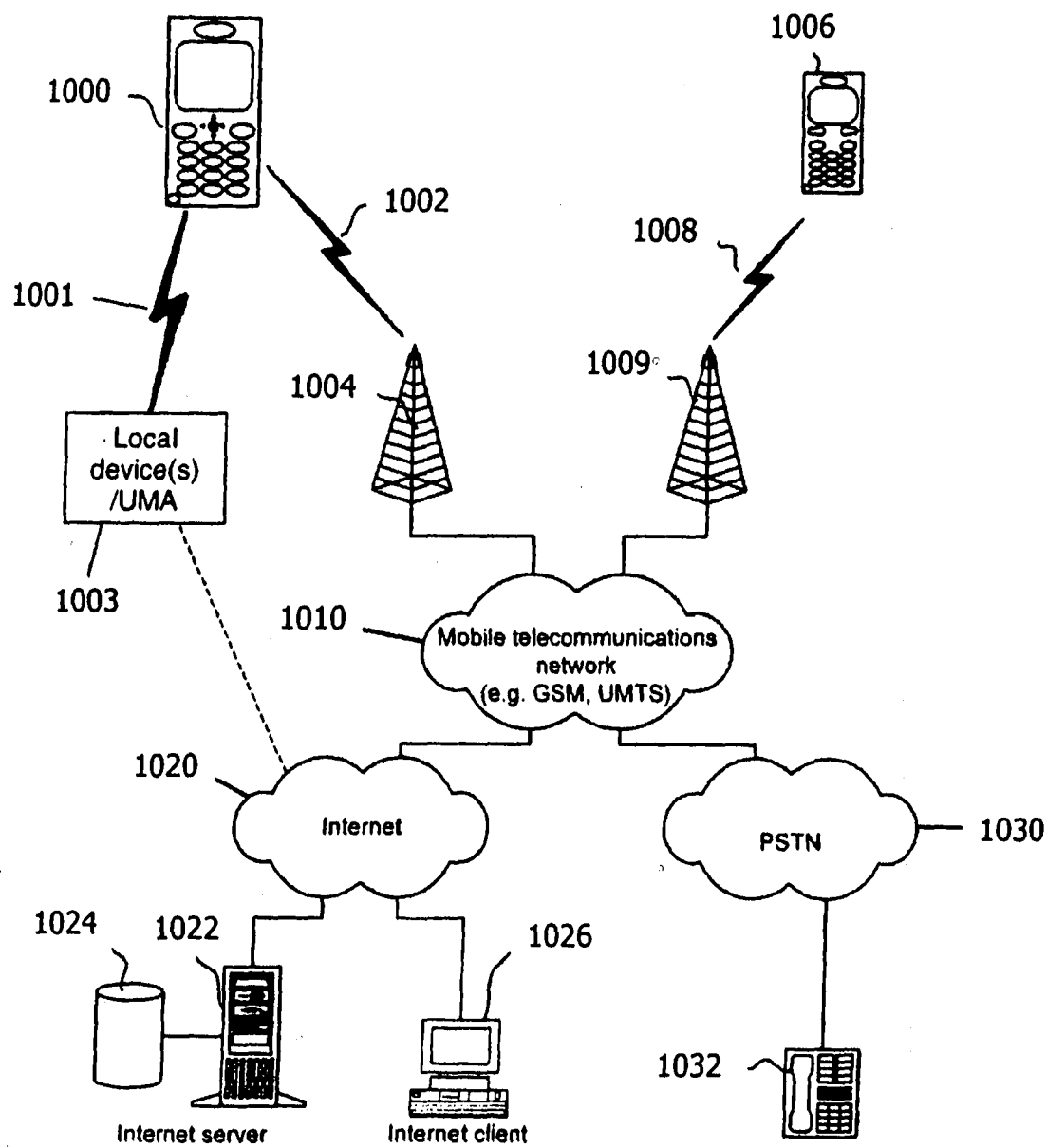
FIG. 10
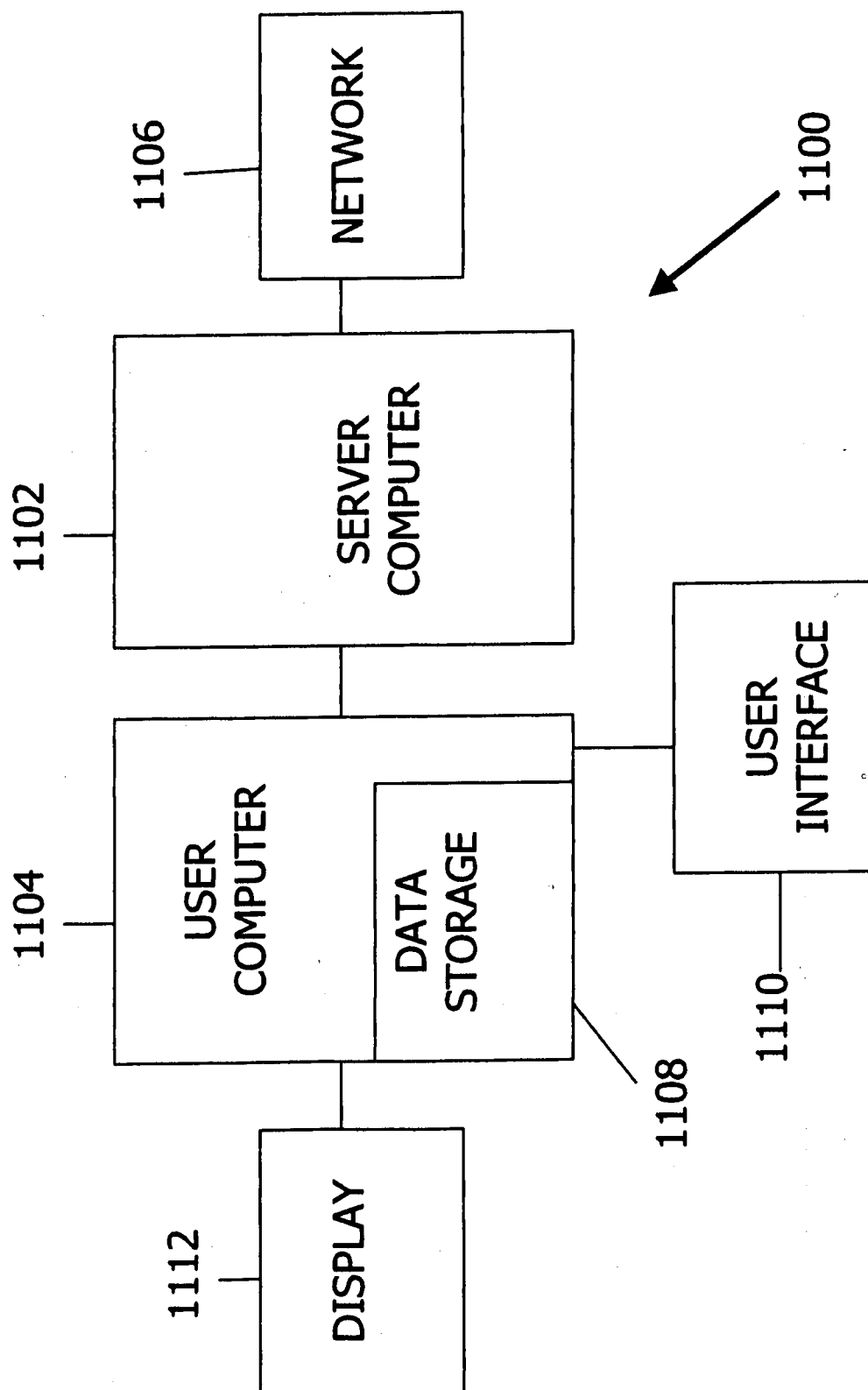
FIG. 11

A.	CLASSIFICATION OF SUBJECT MATTER

See extra sheet

According to International Patent Classification (IPC) or to both national classification and IPC

B.	FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC: G06Q, G06F, H04L

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

FI, SE, NO, DK

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EPO-internal, WPI, XPI3E, XPESP, Inspec, Internet

C.	DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 0138993 A1 (BINARY BROADCASTING CORPORATION) 31 May 2001 (31.05.2001), p. 10, l. 8-22; p. 11, l. 9-19; p. 14, l. 28-p. 15, l. 11; claims 24, 25, 35	1-36
X	EP 1276295 A2 (SAMSUNG ELECTRONICS CO LTD) 15 January 2003 (15.01.2003), abstract; paragraphs 0012, 0021; claims 1, 11, 23, 29	1-36
X	US 6170060 B1 (MOTT, T et al.) 02 January 2001 (02.01.2001), col. 2, l. 10-19; col. 3, l. 34;	1-36
X	US 2003014436 A1 (SPENCER, DJ et al.) 16 January 2003 (16.01.2003), paragraphs 0006, 0020, 0021, 0085; claims 1, 15	1-36
X	WO 2006115842 A2 (KAPLAN, MM et al.) 02 November 2006 (02.11.2006), p. 1, l. 22-p. 2, l. 22; p. 12, l. 3-7	1-36
X	US 2006047957 A1 (HELMS, W et al.) 02 March 2006 (02.03.2006), claims 1, 7, 45, 80	1-36

☒	Further documents are listed in the continuation of Box C.	☒	See patent family annex.

*	Special categories of cited documents:	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A"	document defining the general state of the art which is not considered to be of particular relevance		
"E"	earlier application or patent but published on or after the international filing date	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O"	document referring to an oral disclosure, use, exhibition or other means		
"P"	document published prior to the international filing date but later than the priority date claimed	"&"	document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
01 April 2009 (01.04.2009)	14 April 2009 (14.04.2009)

Name and mailing address of the ISA/FI	Authorized officer
National Board of Patents and Registration of Finland P.O. Box 1160, FI-00101 HELSINKI, Finland	Olli-Pekka Piirilä
Facsimile No. +358 9 6939 5328	Telephone No. +358 9 6939 500

Box No. II	Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☒ Claims Nos.: 37-46
because they relate to subject matter not required to be searched by this Authority, namely:

schemes, rules and methods of doing business

2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:

3. ☐ Claims Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III	Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.

2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.

3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest
☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.

☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.

☐ No protest accompanied the payment of additional search fees.

C (Continuation).	DOCUMENTS CONSIDERED TO BE RELEVANT	
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2007098488 A2 (ALTON ORTEGA, J) 30 August 2007 (30.08.2007), paragraphs 0020, 0021	1-36
X	NL 1023919 C2 (PASUPATHI, S) 17 January 2005 (17.01.2005), abstract	1, 8, 16, 22, 29

Patent document cited in search report	Publication date	Patent family members(s)	Publication date
WO 0138993 A1	31/05/2001	AU 1627601 A	04/06/2001
EP 1276295 A2	15/01/2003	KR 20030006643 A	23/01/2003
		US 2003018751 A1	23/01/2003
		CN 1397896 A	19/02/2003
US 6170060 B1	02/01/2001	WO 9918506 A1	15/04/1999
		JP 2001519562T T	23/10/2001
		EP 1025498 A1	09/08/2000
		DE 69812991T T2	29/01/2004
		AU 1064699 A	27/04/1999
		AT 236429T T	15/04/2003
US 2003014436 A1	16/01/2003	None	
WO 2006115842 A2	02/11/2006	None	
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